

## REMARKS

This amendment is submitted in response to the Office Action mailed January 31, 2003. This application was originally filed with 19 Claims. By way of earlier amendment, Claims 20 – 44 were added. Currently, the status of the Claims are as follows: Claims 1-44 stand rejected. Per this amendment, Claim 27 has been cancelled. No Claims have been amended or added.

The Examiner objected to Claims 27 and 40 under 37 CFR § 1.75 as being duplicate of Claims 8 and 31, respectively. In response, Claim 27 has been cancelled. However, with respect to Claim 40 it is respectfully submitted that the Examiner is incorrect. On one hand, Claim 40 depends from Claim 7. In contrast, Claim 31 depends from Claim 6. Because their dependency is different, Claims 40 and 31 do not cover the same thing. In other words, Claim 40 includes all the limitations of intervening Claim 7 while Claim 31 does not. Therefore, it is respectfully submitted that the double patenting rejection with respect to Claim 40 is traversed.

The Examiner rejected Claims 1-4, 9, 15-16, 19-20, 22, 28, 30, 34, 39, and 42 under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent Number 6,428,219 issued to Mark A. Stier, et al. (hereinafter "Stier '219") in view of PCT Published Application WO 01/69914 (hereinafter "PCT '914"). This position is respectfully traversed.

It is called to the Examiner's attention that with respect to PCT '914, the only disclosure that qualifies as prior art is the disclosure associated with the Provisional Patent Application filed on March 14, 2000 having serial number 60/189,287 (hereinafter "Provisional '287"). None of the other applications relied upon for the

claim of priority qualifies as prior art. Therefore, to the extent possible, the Examiner's comments directed to PCT '914 have been reviewed in view of the disclosure of Provisional '287.

It is respectfully submitted that the Examiner has applied teaching from PCT '914 in forming the rejection that do not qualify as prior art. As discussed above, only Provisional '287 may be relied upon by the Examiner. Provisional '287 contains no disclosure, teaching, or suggestion of at least the following: (i) receiving a subsidy for the postage amount from the mail campaign sender; and (ii) providing a notification to the mail campaign sender when the mail piece is posted. For these reasons, the Examiner has failed to meet the prima-facie burden of establishing an appropriate obvious rejection.

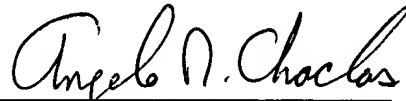
It is respectfully submitted that the Examiner has misconstrued the teachings of Provisional '287. The purpose of Provisional '287 is to provide an anonymity to a purchaser/customer when doing business with a web merchant. The web merchant never receives a full shipping address for the purchaser. Instead, the purchaser arranges for an encoded address with a major shipper. See Provisional '287, pages 10-12.

The teachings of Provisional '287 are in sharp contrasted to the operation of the present invention. First, in Provisional '287, the encoded address is specific to the purchaser. In contrast, in the present invention the registration ID number corresponds to the deliver address of a mail campaign sender. In other words, the mail campaign sender is the entity providing goods and or services to the purchaser. Second, nothing in Provisional '287 speaks to generating postage indicia information using the registration ID number. In contrast, in Provisional '287 the encoded address is not used to generate any postage indicium information. Third, Provisional

' 287 addresses the issue of anonymity for purchasers in their transactions. In contrast, the present invention is directed to facilitating use of preprinted business reply envelopes in compliance with various requirements as established by the United States Postal Service.

Based on the reasoning provided above, it is respectfully submitted that all Claims are in condition for allowance. Reconsideration of all Claims and an early indication of allowance are respectfully requested.

Respectfully submitted,



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Version with Markings to Show Changes Made

In the claims:



Please cancel Claim 27.